

BIC VIDEO TAPES

INC. BUSINESS RESOURCE

30000 Women in Business Video
30001 Home Business Video
30004 Family Business Video
30007 Customer Service Video
30016 Business Plan Video
30017 Perot: A Vision for a Success
30023 Sales Strategy Video
30024 Raising Capital Video
30025 Managing People Video
30028 Managing Your Time Video
30044 Start Your Own Business Video
30047 Mackay on Customer Service
30050 Customer Service Through Quality
30051 Do It Yourself Marketing
30052 Maximize Cash Flow Video
30053 More Sales More Profit Video
30054 Are Customers Happy
30055 Create A Company
30056 25 Best CS Ideas
30057 Communicate Your CS Vision
30058 Keep Your Customer For Live
30059 Turn Customer Into Salespeople
30060 Building Loyalty
30061 Moments of Truth
30063 For Young Entrepreneurs Video
50006 How To Find New Customers Video
50013 Successful Sales Relations Video
50014 Effective Sales Calls Video
50015 Deal With Buying Objections Video
50016 Closing The Deal Video
50017 Effective Follow Up Video
50018 Real Selling Package Deal/ 5 Videos
60002 *Business Plan Guide
60045 *Customer Service Guide
60046 Guide To Managing People
60056 *Service Bus.Plan Guide
60057 *301 Great Mgmt Ideas
60071 *Start A Business Book
60072 Create A Marketing Plan
60079 301 Do It Yourself Marketing
60089 Business Plan Pro
60090 *301 Customer Service Ideas
60100 *301 Technology Ideas
60101 *301 Great Selling Ideas
60102 The Next Level
60107 Financial Troubleshooting
60126 Inc Cash Flow Pro
60131 101 Managing People-Revised

(*) Manuals

DISCONTINUED INC. BUSINESS RESOURCE VIDEOS
(May Be in Some Pre-2000 BICs)

Creating A Winner
Lean Mean Machine-Audio
Women in Business Video
Home Business Video
Family Business Video
Customer Service Video
Business Plan Video
A Vision for a Successful Sales Strategy Video
Raising Capital Video
Managing People Video
Managing Your Time Video
Run a Small Company Part 1 Video
Run a Small Company Part 2 Video
Run a Small Company Part 3 Video
Run a Small Company Part 4 Video
Start Your Own Business Video
Mackay on Customer Service
Customer Service Through Quality Video
Do It Yourself Marketing
Maximize Cash Flow Video
More Sales More Profit Video
How To Find New Customers
Growing The Company Video
Successful Sales Relations Video
Effective Sales Calls Video
Deal With Buying Objections Video
Closing The Deal Video
Effective Follow Up Video

SBA VIDEOTAPES

(Available at pre-2000 BICs)
Each VHS videotape below comes complete with a workbook.

MARKETING: WINNING CUSTOMERS WITH A WORKABLE PLAN # VT01

Take advantage of this easy-to-follow course and develop the marketing plan designed to meet your goals. Developed by two of the country's leading small business marketing experts, this hands-on program offers a step-by-step approach to writing the best possible marketing plan for your business.

THE BUSINESS PLAN: YOUR ROAD MAP TO SUCCESS # VT02

Learn the essentials of developing a business plan that will lead you to capital, growth and profitability. This video teaches you what to include, what to omit, and how to get free help from qualified consultants when developing your business plan.

PROMOTION SOLVING THE PUZZLE # VT03

Master the components that make a successful promotional campaign -- advertising, public relations, direct mail and trade shows. This videotape shows you how to put the pieces together. Learn how to choose the best advertising medium for your needs, and much more.

HOME-BASED BUSINESS: A WINNING BLUEPRINT

VT04

This practical program examines the essentials of operating within a productive and profitable home-based business – from designing your home office and avoiding isolation to networking strategies and building an image that gets you taken seriously.

BASICS OF EXPORTING

VT05

This videotape shows you how to open the doors to international markets. This tape provides information on: getting your goods overseas, payment mechanisms, selling and distributing overseas, international marketing and sources of financial assistance.

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